AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A method ~~of tracking a user's lead interaction with a listing service, the method~~ comprising:

receiving inquiry data related to an inquiry of ~~the~~ a user with ~~a~~ a listing service;

creating a lead ~~record~~ to be pursued by the user using the received inquiry data;

storing the user's lead as a lead record in a database;

creating an action record associated with the user's lead ~~record~~ each time an action ~~to be taken~~ in furtherance of the user's lead ~~initial inquiry~~ is identified;

storing the action record in the database, the lead and action records comprising information to provide ~~for use in providing~~ the user with a status of the user's ~~inquiry~~ lead; and

populating an interface accessible by the user with information from ~~using~~ the lead and action records[[,]] and ~~with~~ information related to the user's lead ~~initial inquiry~~ received from one or more ancillary services.

2.   (Original) The method of claim 1, wherein the listing service is a web site having job postings listed thereon.

3.   (Original) The method of claim 1, wherein the listing service is a web site having personal ads listed thereon.

4.   (Original) The method of claim 1, wherein the listing service is a web site having real estate postings listed thereon.

5.   (Original) The method of claim 1, wherein the listing service is a web site having automobile postings listed thereon.

6.   (Original) The method of claim 1, wherein the listing service is a web site having auction items listed thereon.

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7.   (Previously Presented) The method of claim 1, wherein the ancillary is an electronic mail
        service.

8.   (Original) The method of claim 1, wherein the ancillary service is an advertising system.

9.   (Original) The method of claim 1, wherein the ancillary service is a road navigation
        system.

10.   (Original) The method of claim 1, wherein the ancillary service is a news system.

11.   (Original) The method of claim 1, wherein the step of receiving inquiry data related to an
        initial inquiry of the user with the listing service further comprises:
            receiving inquiry data from an application operative on a computing device of the
                user.

12.   (Currently Amended) The method of claim 1, wherein the steps of receiving inquiry data
        related to an ~~initial~~ inquiry of the user with the listing service and creating a lead
        ~~record~~ to be pursued by the user using the received inquiry data further comprise:
            receiving inquiry data from a user computer at the listing service;
            capturing the inquiry data at the listing service;
            making a remote procedure call to access an application programming interface
                from a listing service to a tracking system operative with programming to
                generate a lead record;
            transmitting the inquiry data to the tracking system from the listing service; and
            creating a lead ~~record~~ to be pursued by the user using the received inquiry data.

13.   (Currently Amended) A method of tracking a user's lead ~~interaction~~ with a listing
        service, the method comprising:
            receiving inquiry data from a user computer at a listing service;
            capturing the inquiry data at the listing service;
            transmitting the inquiry data to a tracking system from the listing service;
            creating a lead ~~record~~ to be pursued by the user using the received inquiry data;
            storing the user's lead as a lead record in a database;

creating an action record associated with the <u>user's</u> lead record each time an

action ~~to be taken~~ in furtherance of the <u>user's lead</u> ~~initial inquiry~~ is

identified;

storing the action record in the database, the lead and action records <u>comprising</u>

<u>information to provide</u> ~~for use in providing~~ the user with a status of the

user's ~~inquiry~~ <u>lead</u>; and

populating an interface accessible by the user <u>with information from</u> ~~using~~ the

lead and action records[[,]] and ~~with~~ information related to the <u>user's lead</u>

~~initial inquiry~~ received from one or more ancillary services.

14.   (Currently Amended) A system ~~for tracking a user's lead interaction with one or more~~

~~listing services, the system~~ comprising:

a server system accessible via one or more networks by one or more computing

devices of a user and capable of communicating with <u>one or more</u> ~~the~~

listing services via one or more of the networks;

a database system in communication with the server system;

~~wherein~~ the server system <u>comprising</u> ~~includes~~ programming to receive ~~lead~~ data

from the listing services, generate a lead ~~record~~ <u>to be pursued by the user</u>

<u>using the data received from the listing services</u>, and store the <u>user's lead</u>

<u>as a</u> lead record in the database system;

wherein the server system further ~~includes~~ <u>comprises</u> programming to generate a

user interface accessible to the user that displays a summary of the user's

~~stored~~ lead ~~records~~;

wherein the server system further ~~includes~~ <u>comprises</u> programming to interact

with at least one ancillary service system and provide information

generated by or received into the ancillary service system to the user; and

wherein the server system further ~~includes~~ <u>comprises</u> programming to receive

action data, generate an action record, store the action record in the

database system, and provide information about the action record to the

user, the lead and action records <u>comprising information to provide</u> ~~for use~~

~~in providing~~ the user with a status of the user's ~~inquiry~~ <u>lead</u>.

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15.   (Currently Amended) A tracking system ~~application for tracking a user's lead interactions with a listing service, the application~~ comprising:

a-client-side component operative on a user computer capable of monitoring a user's interaction with the listing service so as to capture inquiry data and electronically communicate the inquiry data via a network;

a server-side component operative on a server system capable of communication with ~~the~~ a network, the server-side component ~~including~~ comprising programming to:

receive data related to an inquiry of a user with the listing service;

create a lead to be pursued by the user using the received inquiry data, and store the user's lead as a lead record;

generate a user interface accessible to the user that displays a summary of the user's lead using the stored lead record[[s]];

interact with at least one ancillary service system and provide information generated by or received into the ancillary service system to the user; and

~~receive action data,~~ generate and store an action-record, ~~store the action record in the database system,~~ and provide information from ~~about~~ the action record to the user, the lead and action ~~records~~ comprising information to provide ~~for use in providing~~ the user with a status of the user's ~~inquiry~~ lead.